

In the Claims

Please amend the claims as detailed herein:

1. (Currently Amended) A method of advertising, comprising the steps of:
fabricating bottle packaging dividers each having ~~an~~ a planar exterior face;
imprinting advertising information on the planar exterior faces of said bottle packaging dividers;
distributing said bottle dividers to retail outlets licensed to sell bottles of wine or liquor;
employees of said retail outlets placing said bottle packaging dividers between bottles of wine or liquor sold by said retail outlets, at the time of packaging individual bottles for taking by a purchaser of such bottles of wine or liquor with said advertising information positioned to be visible to said purchaser, and said dividers positioned to protect the bottles from damage.
2. (Original) A method in accordance with claim 1, wherein said bottle packaging dividers comprise a cushioning material.
3. (Original) A method in accordance with claim 2 wherein said cushioning material comprises a corrugated paper or plastic material.
4. (Currently Amended) A method in accordance with claim 1, wherein said each said bottle packaging divider comprises at least two sheets, at least one sheet having advertising information imprinted thereon, each sheet having at least one ~~a~~ slit cut therein, and said sheets are mounted to each other by fitting together slits of said ~~two~~ sheets.

5. (Original) A method in accordance with claim 4, wherein said sheets are sized to fit within a shopping bag of a predetermined size.
6. (Original) A method in accordance with claim 4, wherein said sheets are sized to fit within a carton of a predetermined size.
7. (Original) A method in accordance with claim 4, wherein said sheets are mounted to each other by said employees of said retail outlets.
8. (Original) A method in accordance with claim 4, wherein there are two said sheets.
9. (Original) A method in accordance with claim 8, wherein said two sheets are both imprinted with advertising information.
10. (Currently Amended) A method of advertising, comprising the steps of:
 - fabricating bottle packaging dividers, each having ~~an~~ a planar exterior face;
 - imprinting advertising information on the planar exterior faces of said bottle packaging dividers;
 - distributing said bottle dividers to manufacturers, distributors, or retailers of bottles of wine or liquor;
 - employees of said manufacturers, distributors, or retailers placing ~~mounting~~ said bottle dividers ~~to~~ between bottles of wine or liquor sold by said manufacturers, distributors, or retailers, either at the time of packaging individual bottles for taking by a purchaser of such bottles of wine or liquor or to bottles of wine or liquor held in inventory but not for display, with said advertising information positioned to be visible to said purchaser, and said dividers positioned to protect the bottles from damage.

11. (Original) A method in accordance with claim 10, wherein said bottle packaging dividers comprise a cushioning material.

12. (Original) A method in accordance with claim 11 wherein said cushioning material comprises a corrugated paper or plastic material.

13. (Currently Amended) A method in accordance with claim 10, wherein each said bottle packaging divider comprises at least two sheets, at least one sheet having advertising information imprinted thereon, each sheet having at least one a slit cut therein, and said sheets are mounted to each other by fitting together slits of said ~~two~~ sheets.

14. (Original) A method in accordance with claim 13, wherein said sheets are mounted to each other by said employees of said retail outlets.

15. (Original) A method in accordance with claim 13, wherein said sheets are sized to fit within a shopping bag of a predetermined size.

16. (Original) A method in accordance with claim 13, wherein said sheets are sized to fit within a carton of a predetermined size.

17. (Original) A method in accordance with claim 13, wherein there are two said sheets.

18-16. (Currently Amended) A method in accordance with claim 17 ~~16~~, wherein said two sheets are both imprinted with advertising information.

19. (New) A method in accordance with claim 10, wherein each said bottle packaging divider comprises at least three sheets, at least one sheet having advertising information imprinted thereon, each sheet having one or more slit cuts therein, and said sheets are mounted to each other by fitting together slits of said sheets, and wherein said sheets are sized to fit within a carton of a predetermined size.

20. (New) A method in accordance with claim 19, wherein each sheet has two slit cuts therein, and said sheets are sized to fit within a carton having a size for receiving nine bottles of wine or liquor.

21. (New) A method in accordance with claim 19, wherein each sheet has at least two slit cuts therein, and said sheets are sized to fit within a carton having a size for receiving twelve bottles of wine or liquor.